



CALIFORNIA CHILDREN & FAMILIES COMMISSION
Advisory Committee on Diversity
November 6, 2000

Library Tsakopoulos Galleria
828 I Street
Sacramento, California

Attendance

Commissioners:

Sandra Gutierrez, Committee Co-Chair
Margaret Fortune, Committee Co-Chair
Louis Vismara, M.D.

Committee Members:

Guadalupe Alonzo	Rafaela Frausto	Donna Michelson	Alan A. Watahara, Dr. P.H.
Brenda Blasingame	Whitcomb Hayslip	Patricia Phipps, Ed.D.	Maysee Yang
Portia S. Choi, M.D.	Edna Marquez	Melanie Tervalon, M.D.	Margaret Yonekura, M.D.
Carlene Davis	Irene Martinez	Diane Visencio	

Welcome and Introduction

Committee Co-Chair Sandra Gutierrez welcomed all the committee members and others to the second meeting of the Advisory Committee on Diversity. The following committee members attending their first meeting were introduced: Melanie Tervalon, M.D., M.P.H., University of California, San Francisco, School of Medicine; and Irene I. Martinez, Fiesta Educativa, Inc. Ms. Gutierrez informed the committee that Donna Michelson of Modoc County Children and Families Commission; Brenda Blasingame of Contra Costa County Children and Families Commission; and Rafael Lopez of Santa Cruz County Children and Families Commission had now become official members of the committee. Committee members and CCFC staff were introduced. Members of the audience identified themselves. She announced that Reinaldo Galindo and Rafael Lopez were unable to attend the meeting. There were two openings for additional committee members. Recommendations for those positions will be made to the Commission at their November 16th meeting.

Ms. Gutierrez directed staff to post the announcement of the meeting, agenda, minutes, and other information on the CCFC web site in a timely matter, to facilitate the disseminating of information.

Approval of the September 18, 2000 meeting

It was moved, seconded and carried (Gutierrez/Choi) to approve the minutes of the September 18, 2000 Commission meeting with the following changes:

Page 5, bullet 1 should read: Rafaela Frausto presented some access considerations among rural populations, including geographical location and lifestyle.

Page 5, bullet 3, 2nd sentence, should read: Brenda Blasingame also requested that the Civic Engagement Project provide an informative session for the Advisory Committee.

Role and Responsibilities of the Advisory Committee on Diversity

Opportunities for Program and Policy Roles

Committee Co-Chair Margaret Fortune presented the *Opportunities for Program and Policy Roles* handout (see attached) to the Committee members. She pointed out the distinction between program functions and policy functions of the Advisory Committee. The left hand column of the document relates to functions of the Committee as they relate to programs. The right hand column of the document relates to potential roles of the Committee with respect to implementing programs. Commissioner Fortune then discussed the components of the document. A general discussion of the *Opportunities for Program and Policy Roles* document followed.

- Co-Chair Gutierrez informed the Committee that this handout is a draft and will be presented at a later time to the State Commission for adoption.
- Melanie Tervalon suggested that other community leaders be considered for involvement in several areas of this document. With respect to local capacity building, Melanie Tervalon suggested adding mechanisms that would bring other points of view to that discussion. Commissioner Gutierrez added that much of what the State Commission has done with respect to capacity building has been with State agencies and not so much with community based organizations or faith-based organizations, which may be something that should be considered in the future.
- Carlene Davis suggested adding into the January agenda an item whereby Committee members could present specific members of the community to participate in the planning process. Brenda Blasingame and Melanie Tervalon suggested constructing a list of community members for this purpose.
- Alan Akira Watahara emphasized the need for discussion on how the CBOs, the Advisory Committee and the State Commission communicate.
- Maysee Yang expressed concerns about limited community participation and suggested that a proactive approach be taken in involving the community.
- Commissioner Fortune directed staff to investigate effective models for obtaining input from public stakeholders.
- Diane Visencio expressed concerns regarding adequate deliberations on items to be presented to the State Commission and inquired as to other modes of item deliberation. Allotment of more deliberation time was offered as a solution.
- Commissioner Fortune asked for suggestions how the evaluation process could be made clearer. Melanie Tervalon suggested that *Program Implementation and Evaluation* should be included in *Research*. She also identified difficulty in evaluating diversity.

January 2001 Planning Retreat

- Commissioner Fortune suggested the establishment of a planning committee to work with staff to develop a proposal for how the January meeting will proceed. The proposal will be emailed to Committee members.
- Dr. Vismara thought that the January meeting should include discussion on how the issues of diversity and disabilities have been handled at the County Commission level. Brenda Blasingame noted that these issues would be handled differently in each county.
- Brenda Blasingame and Donna Michelson are in charge of conducting a short survey at the Executive Directors' Association meeting regarding discussions involving diversity and disabilities at the county level.
- Commissioner Fortune asked for volunteers to participate on the planning committee which will be in a conference call format. Volunteers included Melanie Tervalon, Edna Marquez and Rafaela Frausto.
- Commissioner Fortune requested that anyone with suggestions for meeting facilitators submit those names to Barbara Marquez.

An excerpt from the document entitled *Guidelines: A Resource for Developing Proposition 10 Strategic Plans* was handed out and an overview of it was presented. Barbara Marquez recommended that the Committee be familiar with this document. Commissioner Gutierrez recommended that the guidelines include the issue of capacity building for community-based and faith-based organizations. Commissioner Fortune recommended that there is an opportunity during the January meeting to review and discuss the guidelines to determine what the Committee's action will be at that time. Alan Akira Watahara suggested that the Committee tenants include some type of evaluative component of its work.

Public Comment

- Dave Walker, Sacramento, mentioned that the Committee's discussion on how to proceed with this issue is after the fact in that he and the Sacramento County Commission have been working on this for the past year and a half.

Children with Special Needs

Commissioner Gutierrez introduced guest speaker Dr. Marci Hanson, Professor at San Francisco State University, Department of Special Education. Dr. Hanson's biography was presented to the Committee along with welcoming remarks.

Dr. Hanson thanked the Committee for the opportunity to make her presentation utilizing an overhead presentation entitled *Children with Disabilities*. An outline of the presentation follows:

Presentation Goals.

- California's Children with Disabilities
- Services for Children with Disabilities
- Recommendations

Population of Children with Disabilities.

- 17% of population with DD (CDC)
- Birth Defects Data in CA--16.8%
- 600,000 births per year in California
- Over 100,000 at significant risk

Services for Children with Disabilities.

- Early Start--birth through 3 years
 - 15,800+ served through DDS
 - 5,000+ served through Education
- Preschool Education-3 to 5 years
 - 60,000 served through LEAs

Service Agencies.

- Department of Developmental Services
- Department of Education
- Department of Health Services
- Department of Social Services
- Department of Mental Health
- Department of Alcohol and Drug Programs

Eligibility Requirements.

- Early Start--DDS (Regional Centers)
 - Significant delays in one or more development areas
 - Established risk conditions--high probability
 - High risk of developmental delay due to biomedical risk factors
- Early Start--CDE (LEAs)
 - Vision Impairment, Hearing Impairment, Severe Orthopedic Impairment

Eligibility Requirements.

- 3-5 years CDE (LEAs)
 - Significant delay in one developmental area
 - Moderated delay in any two developmental areas
 - Disabling condition/established medical disability

Program Planning and Services.

- Infants and Toddlers
 - Individualized Family Service Plan (IFSP)
 - Natural Environment
- Preschoolers
 - Individualized Education Program (IEP)
 - Least Restrictive Environment

Federal and State Laws.

- Individuals with Disabilities Education Act (IDEA) (P. L. 105-17, 1997)
 - Part C--Infants and Toddlers with Disabilities
 - Part B--Preschool Age
- California Early Intervention Services Act (CEISA)--Early Start (1993, 1997)
- Americans with Disabilities Act (P. L. 101-336, 1990)
 - Equal access
 - Prohibits discrimination
- Head Start (P. L. 93-644, 1974)
 - 10% children with disabilities

Early Childhood Research Institute on Inclusion (ECRII).

- Inclusion is about belonging and participating in a diverse society
- Individuals define inclusion differently
- Beliefs about inclusion influence how it happens
- Programs, not children, have to be "ready" for inclusion
- Collaboration is cornerstone to effective inclusive program
- Specialized instruction is an important component of inclusion
- Adequate support is necessary
- Inclusion can benefit children with and without disabilities
- Families' access to services and programs was influenced by information and support
- Families often had limited options and few choices

Rationale for Inclusion of Children with Disabilities.

- Empirical-Educational
- Legal-Legislative
- Social-Ethical

Recommendations.

- Leadership
- Mapping Resources and Needs
- Access
- Training
- Research

Dr. Hanson addressed a question regarding access for socioeconomic and ethnic groups. She noted that there is some bias in testing that places these groups into somewhat segregated services.

Melanie Tervalon raised the question of how many children in the state are at risk, referencing Dr. Hanson's presentation.

Louis Vismara thanked Dr. Hanson for her presentation and expressed personal knowledge of how difficult it is to navigate through the system.

Dr. Hanson closed with an anecdote about a follow up on a group of individuals with disabilities years after she had worked with them as children. She commented on how important the family component was in the positive development of these individuals.

Commissioner Gutierrez asked Dr. Hanson why so many Parks and Recreation playgrounds are not ADA accessible. Dr. Hanson responded that the desire to implement change exists, but the knowledge about how to proceed was limiting. Commissioner Gutierrez then asked what was being done to raise awareness of the benefits of natural and least restrictive environments. Dr. Hanson replied that this issue should be thought of more as identifying places that children feel comfortable and disseminating that information in all available modes of delivery. Commissioner Gutierrez commented about the discrimination that exists relating to the issues being discussed.

Diane Visencio asked Dr. Hanson what her recommendations were on transitioning from system to system. Dr. Hanson replied that there should be a key individual to help guide the transition.

Whitcomb Hayslip commented that preschoolers are more segregated than school aged children with respect to community programs.

Public Comment

- Ellen Powell, California Birth Defects Monitoring Program, commented that the biggest issue addressed by her Program is the question of why birth defects occur. Ms. Powell presented some birth defect statistics to the Committee and spoke in support of research into the causes of birth defects. Ms. Powell presented information on current research on birth defects and distributed information packets on some of the work being done in this area.

Working Lunch

A report was given by Whitcomb Hayslip on a phone conference conducted to address what the appropriate or alternative terminology would be for children with *special needs*. He acknowledged the difficulties surrounding this issue. During the conference call, the terms *special needs*, *disabilities* and *special education needs* were discussed. In the Child Development sections of the California Education Code the term *exceptional needs* is used to refer to children with disabilities and *special needs* is a much broader category.

Dr. Vismara added that *special needs* should include children and families with disabilities. The policy and guidelines were written with children and families in mind. Commissioner Fortune asked for clarification on the definition of children with special needs. Dr. Vismara replied that special needs was defined to be children and families with diagnosable cognitive, physical and emotional abnormalities. Commissioner Fortune asked how one would know of the disability if it were not physical. Dr. Hanson replied that parents are the first to recognize these delays without necessarily diagnosing the problem. Commissioner Fortune asked for an example of a delay. Dr. Hanson replied that it was any discrepancy from the typical developmental sequence. She added that there are other medical markers that identify this population, e.g., low birth weight. Commissioner Fortune suggested the terminology *children with special needs and disabilities or at risk*. Dr. Hanson identified three different kinds of established risk. These risks included biomedical, environmental and a combination of both. Donna Michelson expressed concerns that major groups of children are being excluded by current definitions, e.g., children with disorders that are not detectable until much later in life. Margaret Yonekura suggested adopting clear definitions for children in need of these services. Whitcomb Hayslip referenced a memo containing statutes related to definitions of disabilities and special needs. Dr. Choi also shared a definition of children with special health care needs from the federal Department of Health and Human Services. Alan Akira Watahara added that examples should be included with the definitions.

There was no public comment on this issue. By consensus, the committee adopted the terminology of “children with disabilities and other special needs.”

Legal Issues

Janie Daigel from the Attorney General's Office led a general discussion regarding the Political Reform Act. The act was enacted to ensure that public officials, whether elected or appointed, should perform their duties in an impartial manner free from bias caused by their own financial interest or financial interests of persons who have supported them. Essentially, public officials are disqualified from participating in government decisions in which they have a financial interest. Ms. Daigel emphasized that this body is an advisory body and that is clearly stated in the statute. As long as the body works in an advisory capacity no interest disclosure forms would need to be filed. Emily Nahat clarified for the record that when the Committee is discussing in general terms a possible funding initiative all persons may provide input, but when the Committee gets into the details of a competitive process regarding said initiative, those persons who feel that they or their organizations may benefit financially from the initiative should withdraw from the discussion. Committee members were instructed to direct their specific questions regarding this issue to Janie Daigel.

The Bagley Keene Act was distributed to the Committee. The Act was enacted to ensure that proceedings of public agencies be conducted openly, actions of the state agencies be taken openly and the deliberation be conducted openly. The purpose of the Bagley Keene is to give the public an opportunity to participate in, observe and comment on this Committee's deliberations, discussions, decisions and actions taken. Ms. Daigel clarified the main points of the Bagley Act. Meetings are not considered public meetings if the members of the meeting are meeting in an advisory capacity and total no more than two members. Ms. Daigel cautioned the Committee about *serial meetings*, which are meetings that occur serially between several members. Ms. Daigel recommended taking a conservative approach when interpreting these acts. Ms. Daigel discussed several additional sections within the Bagley Keene Act.

Communications

Nicole Kasabian presented, *The Proposition 10 Public Education Overview*. Martha Arevalo from Rogers and Associates, Bill Imata and Janet Curry also participated in presenting the overview. An outline of the presentation follows:

CCFC Public Education

- First of its kind investment in California's youngest children.
- Unique comprehensive approach to early childhood development.
- Public education is six percent of Proposition 10 funds.
- Serves as a strong vehicle for communication to diverse audiences.
- Statewide Communications goals.
 - Raise awareness among parents and caregivers about the importance of the early years.
 - Broaden understanding of the critical elements of healthy development to help ensure children enter school ready to succeed.
- Communications to California's diverse population is not an option, it's a necessity.
 - The Reality of a Diverse California
- The public education team.
 - Paid media (advertising).
 - Asher/Gal and Partners.
 - Ad Americas.
 - Imada Wong Communications Group.
 - Community/Media relations (public relations)
 - Rogers and Associates
 - Bauman Curry and Company
 - Imada Wong Communications Group
- An opportunity to work together
 - Excited to tap into the Diversity Advisory Committee's expertise
 - Look forward to input in the next phase of outreach

First Phase -- Building Awareness

- Building a broad campaign
 - Paid media
 - Approach is to ensure that the media carrying the messages are as culturally diverse as the audience
 - Primary target audiences are adults of all ethnicities – parents, caregivers, grandparents, extended family and concerned adults.
 - Reached all 12 major media markets in the state.
 - Launched general and Spanish-language media in January 2000.
 - Launched APIA media in July 2000.
 - Achieved 95% reach of Proposition 10 general market audiences (January-May).
 - Achieved 93% reach of Latino audiences (January-May)
 - Stakeholder groups tested concepts
 - Focused on the importance of the early years, parents as first teachers and the dangers of second-hand smoke for children.
 - Television
 - General – diverse audiences
 - Spanish-language
 - Radio
 - General – diverse audiences
 - Spanish-language.
 - Outdoor – high traffic areas reaching diverse audiences
 - English and Spanish-language
 - Print
 - Spanish-language
 - African American
 - Asian Pacific and Islander American (APIA)
 - Community newspapers – rural areas reaching diverse audiences
- Community/Media relations
 - Media relations – diverse audiences
 - State initiatives (e.g., asthma, first time fund disbursements, Safe From the Start)
 - County Commission initiatives (e.g., Bay Area counties, San Joaquin, Los Angeles, San Diego).
 -
 - Technical assistance to County Commissions
 - One-on-one support – media plans, materials and events.
 - Media spokesperson training.
 - Media manual.
 - Diversity presentation – Statewide Conference of County Commissions.
 - Communications outreach training manual and sessions (pending).
 - 800-KIDS-025 – English and Spanish-language live operators
 - Distribute parenting and smoking cessation information in English and Spanish.
 - Targeted ethnic outreach

First Phase – Laying a Foundation

- Latino outreach
 - Univision partnership – statewide
 - PSAs – early childhood development and smoking cessation
 - Weekly news segments
 - 20 segments distributed to all California affiliates
 - Topics such as prenatal care, asthma, child care and literacy
 - Community events.
- General media relations support
- Monthly informational articles

- Spanish-language publications – 25 statewide publications
 - Telemundo Web site.
 - Statewide community events (e.g., Feria de la Mujer, Dia del Nino, Independence Day)
 - Spanish-language collateral materials developed.
 - County Commission support.
 - 800-KIDS-025 – Spanish-language live operators.
 - APIA outreach
 - General media relations support
 - 99 Ranch partnership – statewide
 - County Commission support
 - Libraries initiative – 50 libraries statewide (pending).
 - Television advertorial – early childhood development.
 - Chinese
 - Korean
 - Vietnamese
 - Cambodian
 - Tagalog
 - Collateral materials
 - Nutrition: birth to 1 year and 1 year to 5.
 - Early childhood development
 - Smoking cessation
 - Prenatal care
 - 800-KIDS-025 – prompts in four languages
 - African American outreach.
 - Newsletter distribution – 210,000 copies per issue.
 - Statewide publications.
 - *Wave Newspapers* (LA), *San Francisco Post*, *California Advocate* (Fresno).
 - Community-based organizations (CBOs) – 800 statewide.
 - Community events (e.g., MLK Parade, Allen Temple Baptist Church – SF Juneteenth Celebration, Bay Area Black Expo and the Hollywood Black Film Fest).
 - General media relations support
 - Print advertorial – 13 African American weekly publications statewide
 - CBO partnerships/community events
 - Nu Parent, Crystal Stairs, Great Beginnings for Black Babies.
 - Monthly informational articles
 - Statewide publications – (e.g., *SF Bay View*, *Sacramento Observer*, *Pasadena Journal News*, *San Diego Voice and Viewpoint*)
 - Topics such as safety and early childhood development
 - County Commission support
- Second Phase – Expanding the Foundation.
- Paid media
 - RFP issued – launch early 2001
 - General – diverse audiences (television, radio, print and outdoor)
 - Ads to focus on specific Proposition 10 issues.
 - County Commission/regional approach
 - County-specific component important aspect of new campaign.
 - Targeted ethnic campaigns (television, radio, print and outdoor)
 - Continue Spanish-language, APIA and African American outreach.

Kit for New Parents

- What is the Kit for New Parents?
 - Resources for new and expecting parents
 - Cover spectrums of early childhood development.
 - Videos

- Parenting brochures.
 - Parents' resource guide.
 - Children's book.
- Focus
- Timeline for development and distribution
 - Pilot program – October-December
 - Important to test the distribution methods, effectiveness and interest in the kit.
 - Four counties: Alameda, Lassen, Modoc and Santa Clara.
 - Women, Infants and Children (WIC)
 - Evaluation by UC Berkeley
 - Input from County Commissions, stakeholders and Diversity Advisory Committee.
 - Results of pilot to be presented at CCFC meeting in January.
 - Statewide launch – Spring 2000.
- Your input is crucial.
 - Want to reach as many parents as possible.
- Next steps.
 - Mail kits to Diversity Advisory Committee members.

An opportunity to work together

- Excited to tap into the Diversity Advisory Committee's expertise
- Look forward to input in the next phase of outreach.

Questions and Comments:

- There was a discussion on focus group testing and the reading level of the parenting brochures in the Kit for New Parents. Commissioner Gutierrez requested written comments on the brochures for presentation to the State Commission.
- There was a brief discussion on the 42 million dollar public education campaign budget.
- There was a discussion on the type of media used in phase two. It was noted that the African American Community does not respond well to written media. It was emphasized that work must be done towards developing a trust with the African American community and further efforts be made toward familiarizing the African American community with the work of the State Commission.
- There was a brief discussion on bridging language gaps within the media campaign.
- Rafaela Frausto offered an opinion in support of radio media.
- Commissioner Gutierrez closed with thanks.

Public Comments

- Graciela Orozco from Radio Bilingua voiced her support for radio media. She noted that there are high rates of illiteracy in the target audiences which would necessitate radio. Martha Arevalo commented on the success of the current campaign.

Committee Member Reports

Carlene Davis, Crystal Stairs, Inc., reported that she attended the Commission for One California, which was chaired by Lieutenant Governor Cruz Bustamante. The focus of the meeting was on teaching tolerance in the early years. The meeting resulted in an action item on training and compensation of early childhood educators. One of the committee members in the Commission on One meeting emphasized the importance of addressing Islamic populations.

Guadalupe Alonzo, Mexican American Legal Defense and Education Fund, represented the Committee on the County Commissions' Third Statewide Conference Planning Committee. The conference will be held in San Diego on February 8th and 9th, 2001 and all committee members are invited. The planners include Guadalupe Alonzo, Brenda Blasingame, Reinaldo Galindo and Diane Visencio.

Diane Visencio requested input on topics to be covered at the meeting. She also announced the need for suggestions for a backup keynote speaker. Input on any of the workshops can be submitted to any of the four planners mentioned above.

Emily Nahat gave a brief report on the Parent Education Initiative conference call. She reported that the next conference call will involve more details involving RFPs and noted that members who may be bidding would need to withdraw from the next discussion.

Patricia Phipps gave a report on the conference call regarding the Matching Funds for Training and Compensation for Childcare Providers. Edna Marquez commented during the call that many professionals are being lost from the ECE field to elementary schools due to lack of compensation and recognition. Ms. Phipps added that the call centered on how to leverage state Proposition 10 funds and how AB212 fits into the picture.

Commissioner Gutierrez requested that those that participate in the conference calls make sure they look for issues that need to be raised. She also commented on *inclusion specialists* and that those members who signed up for that will be contacted in the next few weeks.

Adjournment

The November 6th, 2000 California Children and Families Commission Advisory Committee on Diversity adjourned at 3:00 p.m.